

WISCONSIN DAIRY TASK FORCE 2.0 MINUTES

June 21, 2019

The Wisconsin Dairy Task Force 2.0 met on Friday, June 21, 2019 at 1:00 p.m. at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), Board Room, 2811 Agriculture Drive, Madison, WI 53708

AGENDA

Call the meeting to order

Chair Dr. Mark Stephenson called the meeting to order at 1:04 p.m.

Ashley Andre called the roll. Members present include: Jon Accola, Rob Byrne, Dennis Bangart, Moriah Brey, Andy Buttles, Janet Clark, Tom Crosby, Dave Daniels, Michael DeLong, Patty Edelburg, Ted Galloway, Bradley Guse, Melissa Haag, Don Hamm, Rene Johnson, Ryan Klussendorf, Amy Penterman, Paul Scharfman, John Schmidt, Jerry Schroeder, Jeff Schwager, Brody Stapel, Charles Untz, Chad Vincent, David Ward, and Elizabeth Wells.

Members not present: Darin Von Ruden, Dave Buholzer, Steve Bechel, Shelly Mayer, and Dan Pearson.

Ex officio members Secretary Brad Pfaff, President Ray Cross, Governor's Office Representative Noah Roberts, Senator Janis Ringhand, Representative Jon Plumer, and Representative Don Vruwink were present.

Approve minutes of the April 15, 2019 teleconference

Chair Stephenson asked for any additions or corrections to the minutes. There were none. Bradley Guse made a motion to approve as distributed. John Schmidt seconded. The minutes were approved.

Public appearances

There were no public appearances.

Discuss for adoption the report as the recommendations of the Dairy Task Force 2.0

Ted Galloway made a motion to limit debate on the report to 60 minutes. Ryan Klussendorf seconded. Motion passed.

Bradley Guse made a motion to adopt the report as the final recommendations of the Dairy Task Force 2.0. Ted Galloway seconded. Chair Stephenson asked for any corrections. There were none. The motion passed.

Chair Stephenson explained that is the last meeting of this body. The adoption of the report as the recommendations of the Dairy Task Force 2.0 concludes our charge. Thus, the conclusion of this meeting dissolves the body. Because this is the last meeting of this body, the Chair proposed that this body authorize approval of the meeting minutes. If there is no objection, he asked that he as the Chair of the Dairy Task Force 2.0 be authorized to approve the minutes of the meeting. Bradley Guse made the motion. Ted Galloway seconded. Motion approved.

Present certificates of appreciation

Chair Stephenson recognized the amount of work and time the members of the Dairy Task Force 2.0 put into this effort. He thanked them for their work. Chair Stephenson asked for any additional comments.

President Ray Cross thanked the group for their work and shared how impressed he was with the extensive recommendations. He felt the report captured the discussions of the Dairy Task Force 2.0 well and noted the challenge before all of us now to make these recommendations happen.

Secretary Pfaff noted how the dairy industry is constantly evolving. He recognized that of the more than 50 recommendations, nearly 40% of them are in process of implementation. While there is more work to do, this is a start. The Secretary shared his gratefulness to the members and his appreciation for their work.

Ted Galloway shared how the Dairy Task Force 2.0 members are willing resources for the Governor, Secretary and legislators going forward. He stressed the importance of recommendation #41, public and private partnerships. Mr. Galloway recognized Jerry Schroeder for his great contributions, using his experience and expertise to make specific transportation recommendations going forward.

Secretary Pfaff commended the group for working together as leaders in the industry and reaching a consensus on important issues.

Brody Stapel commended the legislators for their work to strongly encourage all efforts to increase consumption of milk, up to and including whole flavored milk, among America's youth. He noted the need for this work on a national level.

David Ward thanked Chair Stephenson and the DATCP staff for providing resources and support to the Dairy Task Force 2.0.

Representative Jon Plumer shared that there is a lot of bipartisan agreement about the importance of milk consumption in schools. There are many people who want to work together to help agriculture. He also noted the importance of advertising dairy products.

Chair Vruwink recognized those who chaired the sub-committees. Elizabeth Wells encouraged the group to keep the urgency and continue the good work being done.

Patty Edelburg shared the importance of sharing the outcomes of the Dairy Task Force 2.0 recommendations. Many farmers and agribusinesses are interested in the work of the group. Brody Stapel asked who will make us all be accountable to achieve this recommendations. David Ward shared the importance of members working with the organizations they are involved in to share the work of the Dairy Task Force 2.0. President Cross suggested a dashboard be available on the website to show the public progress of implementation. Jon Accola agreed this would be helpful for communication. Tom thought this would provide timely updates.

Senator Janis Ringhand shared that legislators will work together, along with Secretary Pfaff and President Cross, on these measures. She recognized Vince Williams from Senator Marklein's office in the audience today.

Chair Stephenson shared his appreciation for the resource people who served.

President Cross shared how many people recognize the importance of artisanal cheese from the first Dairy Task Force's report. What will people recognize as most significant from this report in 20 years?

Charles Untz shared that he thinks that the dairy industry hasn't appreciated the impact of consolidation enough. It is a forward issue we need to keep an eye on. Amy Penterman shared the impact of consolidation on rural communities.

John Schmidt noted that this Task Force 2.0 and the original Task Force 2.0 were put together in times of crisis. How can we do this more regularly to stay on the leading edge instead of playing catch up? Is it something we should do every ten years?

Elizabeth Wells noted the importance of innovation in product development, on the farm, and throughout the supply chain. Innovation may prevent us from repeating the same pattern. Dairy is an industry of continuous progress.

Paul Scharfman noted the opportunities available in rural communities and need to take advantage of the hidden workforce. We need to best utilize the workforce and talent we have. He noted the need for private enterprise to play a role and take up the ball.

President Cross asked about the need for legislators to take down barriers. Paul Scharfman shared barriers that exist, including transportation and child care.

President Cross made a note about Elizabeth Well's comment about innovation. He noted that the University is in a position to help identify new opportunities for the future.

President Cross complimented the transportation recommendations for their completeness and specific details. Jerry Schroeder noted that he is talking to his assemblyman about these items.

Secretary Pfaff presented each member with a signed certificate of appreciation for their outstanding contributions and dedicated service.

Adjourn committee

Bradley Guse made a motion to adjourn sine die. Ted Galloway seconded. The members agreed by a voice vote. The Wisconsin Dairy Task Force 2.0 adjourned sine die at 2:01 p.m.

Minutes drafted by Ashley Andre.